

Serial No. 10/665,251

Amendment and Election to Restriction Requirement of February 16, 2006

Amendments to the Claims:

Please amend claims 43-45 and cancel claims 28-35 without prejudice.

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (canceled)
2. (canceled)
3. (canceled)
4. (canceled)
5. (canceled)
6. (canceled)
7. (canceled)
8. (canceled)
9. (canceled).
10. (canceled).
11. (canceled)

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12. (previously presented) A device for attaching an advertisement to a flexible hose, comprising:

a cylindrical foam member designed for placement on the flexible hose, said cylindrical foam member having a hollow core extending therethrough;

a covering adapted to at least substantially cover said cylindrical foam member, wherein said covering includes the advertisement; and

a first securing means for securing said covering to said cylindrical foam member.

13. (previously presented) The device of claim 12, wherein said hollow core has a diameter of about 1.5 inches.

14. (previously presented) The device of claim 12, wherein said cylindrical foam member has a slit designed for placing said cylindrical foam member on the flexible hose.

15. (previously presented) The device of claim 12, wherein said first means for securing said covering to said cylindrical foam member comprises a zipper.

16. (canceled)

17. (canceled)

18. (canceled)

19. (canceled)

20. (canceled)

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21. (canceled)

22. (canceled)

23. (canceled)

24. (canceled)

25. (canceled)

26. (canceled)

27. (canceled)

28. (canceled)

29. (canceled)

30. (canceled)

31. (canceled)

32. (canceled)

33. (canceled)

34. (canceled)

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35. (canceled)

36. (previously presented) A device for removably attaching advertising on a portion of a length of flexible hose of a gasoline pump, comprising:

a cylindrical member made of flexible material, said cylindrical member having a hollow core extending therethrough adapted to receive the flexible hose; and

a flexible covering removably attached to said cylindrical member and adapted to substantially cover said cylindrical member, said flexible covering including an area for advertising,

wherein the combination of said flexible covering and said cylindrical member is flexible when attached to the flexible hose.

37. (previously presented) The device of claim 36, wherein said cylindrical member has a first end and a second end and a slit extending from said first end to said second end.

38. (previously presented) The device of claim 36, wherein said hollow core has a diameter of about 1.5 inches.

39. (previously presented) The device of claim 36, wherein said flexible material is a flexible foam.

40. (previously presented) The device of claim 36, wherein said flexible covering includes a reflective strip.

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41. (previously presented) The device of claim 36, further comprising a securing element for securing said flexible covering and said cylindrical member to the flexible hose length portion.

42. (previously presented) The device of claim 36, wherein said flexible covering is releasably secured to the flexible hose length portion.

43. (currently amended) ~~In a gasoline pump apparatus of the type having a flexible gasoline hose connected to a pump handle, and~~ A device for removably attaching advertising on a portion of a length of flexible hose of a gasoline pump, the flexible gasoline hose having a length and an outer diameter, the ~~improvement~~ device comprising:

a flexible, padded covering removably attached to the flexible gasoline hose and extending substantially around the diameter of a portion of the length of the flexible gasoline hose; and

said flexible, padded covering including a display portion for advertising.

44. (currently amended) The ~~apparatus~~ device of claim 43, further comprising a securing element for securing said flexible, padded covering to the portion of the flexible gasoline hose.

45. (currently amended) The ~~apparatus~~ device of claim 43, wherein said flexible, padded covering is releasably secured to the flexible hose length portion.